



## **2007 Economic Census Coming in December**

In December, 87,000 businesses in Maryland will receive 2007 Economic Census forms from the U.S. Census Bureau. Businesses in the Baltimore/Towson Metropolitan Area will make up 42,000 of those surveyed. Federal Reserve Board Chairman Ben Bernanke has called this census "indispensable to understanding America's economy."

Taken every five years, the Economic Census "assures the accuracy of the statistics we rely on for sound economic policy and for successful business planning," said Bernanke.

There are a lot of interesting facts from the last Economic Census, available about our State and Counties at [business.census.gov](http://business.census.gov).

Below are two examples of how the data are used by local businesses for marketing and planning, as well as by government agencies and researchers.

Small Business Development Centers in many states help business owners assess their marketing and management challenges and become familiar with business data sources such as the Economic Census

The owner of a chain of auto accessory stores computed the ratio of accessory sales in the Economic Census to household income from the population census for several neighboring metropolitan areas. Finding his own area well above national averages, he inferred that the local market for auto accessory stores might be already saturated. That contributed to his decision to expand into a nearby metro area with a lower ratio instead of adding another store locally.